

SUPERMARKET TIPS

How Your Store(s) Can Help Promote Thermy™



The purpose of the Thermy™ campaign is to focus public attention on the importance of using food thermometers when cooking to help prevent foodborne illness. Visual indicators are not reliable. Using a food thermometer is the only way to ensure that food has been cooked to a safe temperature. The Thermy™ campaign presents an excellent opportunity to demonstrate your store's commitment to community involvement and food safety. It can help increase your store's visibility in your community and enhance your company's reputation as an organization committed to public service.

DON'T LIMIT YOURSELF. THINK BIG!

Advertising and promotion can make your Thermy™ program come alive. The following are some recommended ideas for using reproducible art.

CROSS-MERCHANDISING—Promote food thermometers in your meat department and check-out lines, as well as in your housewares department.

DISPLAYS—Use floor or counter displays featuring a variety of food thermometers (digital, dial, disposable, etc.).

BAG STUFFERS AND BROCHURES—Give Thermy™ brochures as a bag stuffer. Place the brochures in your store's meat section, information center, and at your check-out lines.

GROCERY BAGS—Print the Thermy™ artwork and slogan on your grocery bags.

PROMOTIONAL GIVE-AWAYS—Consider producing small promotional give-aways that your shoppers will keep and educate them over an extended period—Thermy™ refrigerator magnets, buttons, pot holders, and jar openers.

PUBLIC ADDRESS SYSTEM—Record advertisements and air over your store's public address system. Remind customers to go back and pick up that food thermometer they meant to put in their shopping cart.

ADVERTISING—Publicize your involvement and commitment in the Thermy™ campaign by inserting informational ads or columns as part of your local newspaper advertising. This will also encourage thermometer sales.

SIGNAGE—Use the Thermy™ logo and message to make colorful signs, banners, posters, etc., to get customer attention. Be creative.

Place colorful visual reminders near certain meats telling customers that there's no need to overcook meat for it to be safe. Thermometers can help make them be a better cook. For example, for ground beef, turkey, and chicken—"Are your burgers hard as hockey pucks? That won't happen if you use a thermometer. Keep them juicy."

YEAR-ROUND PROMOTIONS—Remind customers that using a food thermometer and food safety is a year-round issue. Promote Thermy™ during each season and holiday—St. Patrick's Day, Passover, Easter, summer, Oktoberfest, Thanksgiving, Christmas. Place thermometers near popular meats. Also display recommended cooking temperatures (temperature chart on back).

SPECIAL EVENTS—Stage events in your stores, such as cooking demonstrations on how to use food thermometers in different foods. Invite a local chef, nutritionist, or local cooperative extension agent to partner in your efforts. Bring Thermy™ to life by asking about getting Thermy™, a costumed character, at your store!

CONTESTS—Partner with local elementary/middle schools and newspapers to sponsor the following events for area students:

- spelling contests using words related to food thermometers, food safety, and foodborne illness;
- essay contests on the message, "It's Safe to Bite When the Temperature is Right!";
- coloring contests; and
- poster contests.

Display entries in your stores and school cafeterias and classrooms. Contest winners (and their entries) get their picture in the newspaper. Give prizes to the winners.

TEMPERATURE RULES!

Food	°F
Ground Meat & Meat Mixtures	
Beef, Pork, Veal, Lamb	160
Turkey, Chicken	165
Fresh Beef, Veal, Lamb	
Medium Rare	145
Medium	160
Well Done	170
Poultry	
Chicken, whole	180
Turkey, whole	180
Poultry breasts, roasts	170
Poultry thighs, wings	180
Duck & Goose	180
Stuffing (cooked alone or in bird)	165
Fresh Pork	
Medium	160
Well Done	170
Ham	
Fresh (raw)	160
Pre-cooked (to reheat)	140
Eggs & Egg Dishes	
Eggs	Cook until yolk & white are firm
Egg dishes	160

For more information on using Thermy™, see "Guidelines for Use of Thermy™ Art and Educational Materials" or contact us.

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